

REGIONAL MEETING MINUTES

Annual Regional Chairs Day, Saturday 21st November, 10-2pm, SSE Offices, SportPark, Loughborough

All Regions represented, with the exception of NWSF: Brian Davies (Snowsport South), Stuart Robertson (South West SA), Jim Gibb (London and South East SA), David Henery (Yorkshire Ski Federation), Stephen Metheringham (Eastern Region SA), Karen Conde (Central England SA), Brian Morris (North East SA). SSE representatives: Jeremy Eaton (Chairman), Bryan Thomas (Finance Director), Jan Doyle (Head of Development), Victoria Crampton (Communications and Partnerships), Will McGlynn (Participation and Regions Lead)

Purpose of Meeting

The 2nd Annual Regional Chairs day meeting, brought together 7 of the 8 regions to share best practice and present their plans for 2016 which have been pulled together for the first time as a result in governance changes at Snowsport England in 2014. Regions now have an opportunity to work in closer alignment with SSE and will begin to become a key part of the future, becoming both a voice for member clubs, coaches and competitors; as well as influencing and inputting into exciting developments that Snowsport England have planned for future years.

Governance and Board updates

- 4 New non-exec Board directors appointed. New Members Director is joining to represent the membership.
- Nick Ogden (Director) leading on new IT Strategy ensuring we have appropriate infrastructure to enable growth. Aiming to bring all SSE associated websites into one central place.
- Restructuring of Alpine Race Committee with new committee to better support our alpine membership.
- Encouraging Regions to work together and support each other in development and share best practice for the good of the sport. All with a view to make things easier for already busy volunteers.
- Through Regional plan submission, a new way of working to help us hear what Regions are doing and need from us to improve and build our Regional interaction.
- An encouragement for Regions to be the voice of their members back to SSE through the plan submissions.

Change in Structures (Staffing and Governance)

- Articles changed at 2014 AGM and process of implementation underway through new governance structure.
- Needed to reflect new way of working to engage in a more effective way with our key stakeholders such as Regions, committees and membership.
- SSE Leadership team now in place to begin to drive this forward alongside the SSE Board.
- Changes pursued as we have a desire to connect better with our membership to develop and grow the sport, as we are now in a position to do so. This is following last 5 years of embedding the organisation into the national sporting landscape.
- Communication remains central to all our aims and we are working continually working behind the scenes to further improve this.

SSE Developments

- Commercial development underway and the need to be less reliant on public funding and increase revenue in different ways to re-invest back into the sport and to enhance the membership offering
- QR code update – and reasons behind why we are doing this around Data Collection.
- New members of staff in last 6 months include Claire Pennell (Operations Manager), Holly Kirk (Project Co-Ordinator), Gareth Vogan (Communications Assistant) and Carrera Clarke (Development Manager).

Update on Whole Sport Plan Funding Cycle

- Approaching last year of funding and all current targets met on participation and England Talent Pathway (Park & Pipe)
- Invited by Sport England to access reward and incentive funding which has resulted in – a commercial feasibility initiative, High Performing National Governing Body process support and Championship Ski and Snowboard - a technology lead programme.
- Update on new government Sports policy (due to be published Dec 15) and Sport England's strategy (due March 16) which will be followed by timeline for new round of funding applications for all sports.
- Current funding pays for development officers. All stakeholders including Regions will be consulted about new round of funding with input as required as part of the process as to what is needed to develop and grow the sport.

Regional Plans Next Steps

- Remaining regions, (YSF, SWSA, NWSF and LSERSA) encouraged to complete and submit regional plans by the **8th January 2016**.
- Core funding (£600) to be released for Regions on the 21st January or 12th February by the SSE Board.
- Workforce and Regional activity sections (NESA, ERSA, CESA, SSS) to be communicated to SDOs and discussed with SSE management and Board who will decide funding amounts. This process will take place between December 14th and December 31st with funding amounts communicated to the Regions and SDOs, alongside rationale for decisions shortly after these dates.
- Regions to contact their SSE Regional Development Officer (SDO) to talk through their plans for SDOs to identify areas of support and action plans. As this is completed, SDO will notify the board to release funding at the next SSE board meeting (Jan 19th, March 3rd, May 10th, 5th July, 13th September).
- Summary of all Regional plans to be pulled together by Will McGlynn and all activity calendars to be made public and communicated to the SSE membership via the Weekly Bulletin at the end of January
- Support agreed for x2 meetings per year for Regional Chairs. SSE will update Chairs on below actions on a regular basis and will be in touch in March to establish what dates would work for a 2nd meeting of regional chairs.
- Snowsport South happy to share documents and plans with other Regions for running a Tri Regions event

SSE Actions from issues raised at meeting

- 1) SSE to forward a list of the SSE membership offering for Club members - for clubs to promote & circulate. Currently unless a performer or an instructor, club members do not know who SSE are and the benefits they receive (including insurance).
- 2) Explore how all club members can receive an SSE Member Card from clubs as now 1 member 1 vote.
- 3) Data Protection Policy to be released and made public as soon as tweaks are completed to clarify that data collected will not be sold/passed on and how it will be used by SSE.
- 4) A combined effort between SSE and regions to establish a TD in the North (**Process:** <http://www.gbski.com/docstore/BCR/BCR%20VII.pdf>)
- 5) Exploration how new volunteers can be engaged and existing volunteers recognized.
- 6) Database of Regional funding opportunities to be shared by each Region. (SDO task through 2016)
- 7) SSE to create a qualified officials database – Regional input required to get accurate picture.
- 8) Explore how we can create an active volunteer database.
- 9) Volunteer to be found to support Dry Slope Racing.

- 10) Clarification on SSE position with ESSKIA and its relationship with the Youth Development Committee
- 11) Circulate Key Committee meeting notes to Regions once approved by the Board.
- 12) Clarify the Alpine Pathway & how athletes can progress so Regions can promote and signpost to information/timelines. Suggestion of a leaflet or pathway Diagram.
- 13) How Regions can be a part of Alpine Pathway and where a Dry Slope Squad could fit into any pathway.
- 14) Data capture with universities – events, data capture, assist with communication

Future Meetings

Committee Engagement

- Need to expand outside of Alpine – Maybe approach Discipline Committees and ask how they can develop? Perhaps support an event/activity a discipline committee is holding? Can Freestyle run Regional events?
- Alpine racing and races becoming further focused on the South of England.
- Recruitment of people on key committees – how can Regions be involved in this process of identifying the right people for the right roles?

Club Engagement

- The importance of communication and need for an effective CRM.
- Where do academies, snow based clubs, commercial organisations and slope ran clubs fit with SSE and Regional aims? They affect club membership and level of activity. More interaction around this required between Regions, clubs and academies (Commercial organisations).
- Identification and Recruitment of club representatives to the Regional committees
- For 16/17 clubs to only be a member of the Region they are based in (based on postcode)

Future Regional Funding

- Would like some flexibility to change plans through the year as required. Suggested this can be requested at 2nd Regional chairs day.
- Would be useful to apply for the funding throughout the year as opposed to in one lump sum and through an Annual Plan. Calendar of activity would still be useful.

Other Points for Discussion

- Lack of officials and training courses difficult to put on due to cost
- Lack of time for creativity in Regions. Potential need for help or direction from SSE about what we'd like to see Regions do.

Outcome and Summary

Overall, it was a great to get everyone together and to hear your plans for the upcoming year. There was some extremely positive input and much needed discussion which showcases how much passion and effort goes and will continue to go into the development of Snowsports through the regional bodies of SSE. This was much appreciated from everyone at SSE and you are a shining example of how effective regions can be as a driving force for positive change and representation of our membership.

We hope you feel like we do in that this 2nd chairs' meeting was incredibly useful and that we are moving forward with a positive, realistic mind set. We are looking forward to bringing you all together again on a more regular basis in 2016 and supporting you to both deliver and develop your regional plans.